



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

April 27, 2020

Katherine Poiesz  
Regulatory Manager  
The Proctor & Gamble Company  
5299 Spring Grove Avenue  
Cincinnati, OH 45217

Subject: Label Amendment: Emerging Viral Pathogens Claim  
Product Name: Malibu Concentrate  
EPA Registration Number: 3573-96  
Application Date: March 6, 2020  
Decision Number: 561094

Dear Ms. Poiesz:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Because you have opted to add statements pertaining to emerging viral pathogens to your label as described in the August 19, 2016, Guidance to Registrants: Process For Making Claims Against Emerging Viral Pathogens Not On EPA-Registered Disinfectant Labels ("Guidance"), [https://www.epa.gov/sites/production/files/2016-09/documents/emerging\\_viral\\_pathogen\\_program\\_guidance\\_final\\_8\\_19\\_16\\_001\\_0.pdf](https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf), you are subject to the following additional terms of registration:

1. You may make statements pertaining to emerging viral pathogens only through the following communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels.

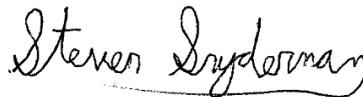
2. Your statements pertaining to emerging viral pathogens must adhere to the format approved on the Agency-accepted master label.
  3. You may make statements pertaining to emerging viral pathogens only upon a disease outbreak that meets all the following criteria:
    - a. The causative organism must be a virus that causes an infectious disease that has appeared in a human or animal population in the U.S. for the first time, or that may have existed previously but is rapidly increasing in incidence or geographic range.
      - i. For human disease, the outbreak is listed in one of the following Centers for Disease Control (CDC) publications:
        - A. CDC Current Outbreak List for “U.S. Based Outbreaks” ([www.cdc.gov/outbreaks](http://www.cdc.gov/outbreaks)),
        - B. CDC Current Outbreak List for “Outbreaks Affecting International Travelers” with an “Alert” or “Advisory” classification ([www.cdc.gov/outbreaks](http://www.cdc.gov/outbreaks)) (also released through the CDC’s Health Alert Network (HAN) notification process)
        - C. Healthcare-Associated Infections (HAIs) Outbreaks and Patient Notifications page ([www.cdc.gov/hai/outbreaks](http://www.cdc.gov/hai/outbreaks))
      - ii. For animal disease, the outbreak is identified as an infectious disease outbreak in animals within the U.S. on the World Organization for Animal Health (OIE) Weekly Disease Information page ([www.oie.int/wahis\\_2/public/wahid.php/Diseaseinformation/WI](http://www.oie.int/wahis_2/public/wahid.php/Diseaseinformation/WI)).
  - A. The CDC or OIE has identified the taxonomy, including the viral family and/or species, of the pathogen and provides notice to the public of the identity of the emerging virus that is responsible for an infectious disease outbreak. Based on the taxonomy of the outbreak pathogen identified by the CDC or OEI, the pathogen's viral subgroup is large non-enveloped and enveloped.
  - B. The virus can be transmitted via environmental surfaces (non-vector transmission), and environmental surface disinfection has been recommended by the CDC, OIE or EPA to control the spread of the pathogen.
4. You may begin communicating statements pertaining to emerging viral pathogens only upon CDC or OIE’s publication per term 3.a. of an outbreak of an emerging viral pathogen meeting all of the criteria of term 3. You must cease and remove all such non-label communications intended for consumers no later than 24 months after the original publication of the outbreak per term 3.a., unless the Agency issue written guidance to the contrary due to continued public health concerns. The emerging pathogen claim language may remain on the master label.

5. Terms from points 1 through 4 above shall become immediately void and ineffective if registration for use against Feline calicivirus (norovirus) is suspended or cancelled or no longer meets the criteria for a disinfectant claim (see EPA Product Performance Test Guideline 810.2200). In addition, terms B.1 through B.4 above shall become immediately void and ineffective upon your receipt of evidence of ineffectiveness against any pathogen in a less-resistant Spaulding category.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, you may contact the disinfectants list at [disinfectantslist@epa.gov](mailto:disinfectantslist@epa.gov).

Sincerely,



Steven Snyderman, Acting Product Manager 33  
Regulatory Management Branch 1  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

Enclosure: stamped label

# MALIBU CONCENTRATE

## OPTIONAL:

Glass and Surface [Multi-Surface] [Multi-Purpose] Cleaner

Hospital Use Disinfectant

Bactericide

Germicide\*\*\*

Virucide†

Sanitizer

Deodorizer

3-in-1§

§when used per [according to] disinfection instructions

[For] [Hospital], [Commercial], [Institutional], [Industrial],

[and] [Household] [Use]

Closed Loop

[Closed Loop] Dilution Control

Dilution Control [Closed Loop]

[Dilute2Go] [ProFill] [EZFill] [Portable] [Mobile] [Dispensing] [Dilution] [Device] [Unit] [System]

Scent Descriptors

[Sweet] [Citrus] [&] [Light] [Lemon] [Zest]

[Citrus] [Contains] [With] [Citrus extracts]

[Fresh] Mr. Clean with Febreze] [Freshness] [Scent]

## Active Ingredients:

n-Alkyl (C<sub>14</sub>-60%, C<sub>16</sub>-30%, C<sub>12</sub>-5%, C<sub>18</sub>-5%)

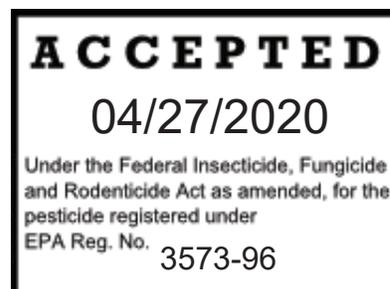
Dimethyl Benzyl Ammonium Chloride .... 0.75%

n-Alkyl (C<sub>12</sub>-68%, C<sub>14</sub>-32%) Dimethyl

Ethylbenzyl Ammonium Chloride ..... 0.75%

Other Ingredients..... 98.50%

Total..... 100.0%



**KEEP OUT OF REACH OF CHILDREN**

**DANGER**

See [left] [side] [right] [back] panel for Precautionary Statements and First Aid

EPA Reg. No. 3573-96

EPA Est. No. (as indicated on container) **or** [52379-MI-002]

[Net Contents:] (as indicated on container)

[Country of origin (insert country)]

[Manufactured in (insert country)]

[Barcode]

[3-05] [X] [X-X] [XX] [X-XX] [XX-XX] [other unique product code]<sup>[o]</sup>

{Note to reviewer: X may represent a single number or multiple numbers unique to this product}

<sup>[o]</sup>[Unique] [Product] [Identification] [ID] [Order] [Catalog] [Reorder] [Code] [Number] [No.] [:] [3-20] [X] [X-X] [XX]  
[X-XX] [XX-XX] [other unique product code]

P&G ProLine™ logo\ Procter & Gamble Professional™ \ P&G Professional™ logo

Must appear in a smaller type size (such as ½ the size of the product name or smaller) and different font and/or color from that of the product brand name AND is not located in close proximity to the product brand name (for example, on the back panel or at the bottom of the front panel if the product name is at the center or top of the front panel).

## PRECAUTIONARY STATEMENTS

### HAZARDS TO HUMANS AND DOMESTIC ANIMALS

Danger. Corrosive. Causes irreversible eye damage and skin burns. Harmful if absorbed through skin or inhaled. Do not get in eyes, on skin or on clothing. Avoid breathing concentrate spray mist. Wear goggles or face shield, protective clothing and rubber gloves when handling concentrate. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet. Remove and wash contaminated clothing before reuse.

### FIRST AID

**IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15 – 20 minutes.

**IF IN EYES:** Hold eye open and rinse slowly and gently with water for 15 – 20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.

**IF INHALED:** Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible.

**IF SWALLOWED:** Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or doctor. Do not give anything by mouth to an unconscious person.

Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a Poison Control Center or doctor or going for treatment.

NOTE TO PHYSICIAN: Probable mucosal damage may contraindicate the use of gastric lavage.

### ENVIRONMENTAL HAZARDS

Do not discharge effluent containing this product into lakes, streams, ponds, estuaries, oceans or other waters unless in accordance with the requirements of a National Pollutant Discharge Elimination System (NPDES) permit and the permitting authority has been notified in writing prior to discharge. Do not discharge effluent containing this product to sewer systems without previously notifying the local sewage treatment plant authority. For guidance, contact your State Water Board or Regional Office of the EPA.

**Directions for Use:**

It is a violation of federal law to use this product in a manner inconsistent with its labeling.

*{Note for reviewer: For labels that list medical premises and metal and / or stainless steel surfaces, one of the following statements must be used:}*

This product is not to be used as a terminal sterilant / high-level disinfectant on any surface or instrument that [1] is introduced directly into the human body, whether into or in contact with the bloodstream or normally sterile areas of the body, or [2] contact intact mucous membranes but which does not ordinarily penetrate the blood barrier or otherwise enter normally sterile areas of the body. This product may be used to preclean or decontaminate critical or semi-critical medical devices prior to sterilization or high-level disinfection.

*{or}*

This product is not for use on medical device surfaces.

Do not breathe spray.

**Preparing Disinfecting Solution:**

*{Note to reviewer: Alternate heading :}*

**[Manual Preparation of Use dilution:]**

[Mix] [Dilute] 1 part MALIBU CONCENTRATE per 14 parts water [2.13 ounces per 32 oz. spray bottle]. Mix thoroughly until dilution becomes a clear, light [blue] [red] [green] [yellow] [orange] liquid. [1 gallon of MALIBU CONCENTRATE makes 15 gallons of diluted disinfectant product]. [Dilute 1 part MALIBU CONCENTRATE per 14 parts water into a spray bottle using the dilution center. Use only a coarse spray bottle.]

*{Note to Reviewer: the following are cleaning/deodorizing instructions only}*

**General Cleaning Directions:**

Apply to hard, non-porous and glass cleaning surfaces by coarse sprayer, sponge or cloth. Do not breathe spray [mist]. For non-disinfecting light cleaning, mix up to 19 parts water to 1 part concentrate.

or

[General] [Cleaning] [Surface] [Glass] [Directions]:

Spray 6-8 inches from hard, non-porous [and] [glass] surfaces. Wipe with a [dry] paper towel or [lint free] cloth [to a streak free shine]. [No rinsing necessary.]

**Glass Cleaning Directions:**

Spray MALIBU CONCENTRATE on windows, mirrors and glass surfaces. Wipe with a paper towel or lint-free cloth.

Spray 6-8 inches from surface; rub with a paper towel or lint-free cloth.

**Deodorizing Directions:**

Spray MALIBU CONCENTRATE to deodorize hard nonporous surfaces.

*{Note to Reviewer: the following are Disinfecting Instructions only}*

**To Disinfect:**

For visibly soiled areas, a preliminary cleaning is required. Spray 6-8 inches from [or] [apply to] hard, non-porous surfaces. Treated surface must remain wet for 10 minutes [before wiping]. Wipe with a paper towel, lint-free cloth, or allow to air dry.

or

For visibly soiled areas, a precleaning is required. For hard nonporous surfaces, spray [6-8 inches from surface] [or] [apply] until thoroughly wet. Treated surface must remain wet for 10 minutes [before wiping].

Rinse all surfaces that come in contact with food such as counters, tables and stovetops with potable water before reuse. Do not use on utensils, glasses or dishes as a disinfectant.

{Note to Reviewer: the following are Sanitizing Instructions only}

**Sanitizing Non-Food Contact Surface Directions:**

Spray [apply] MALIBU CONCENTRATE to sanitize hard, non-porous environmental surfaces. Treated surfaces must remain wet for 5 minutes. Wipe dirt away with a paper towel or lint-free cloth.

or

**To Sanitize Non-Food Contact Surfaces:**

For hard nonporous surfaces, spray [6-8 inches from surface] [or] [apply] until thoroughly wet. Let stand 5 minutes before wiping.

{ALTERNATE LANGUAGE FOR DILUTION CENTER}

[Closed Loop] [Automatic Dilution]

ATTACHING THIS PRODUCT TO THE P&G DILUTION CENTER: Remove white shipping cap. DO NOT REMOVE LIGHT-BLUE PLUG FROM BOTTLE THROAT! Screw on light blue dispensing cap from dilution center product tube. Push down while twisting.

Concentrated Product- Dilute before using

[1 gallon makes 15 gallons of diluted disinfectant [disinfecting] product]

**Directions for mixing/proportioning product into a spray bottle [1:15 Dilution]:**

Preparing disinfecting solution for the spray bottle:

Fill with water to the top of the label.

Fill with water to the line marked on the bottle.

Add two ounces of concentrate [2 pumps]

Fill with water -----> {This arrow will point to a piece on an icon of a bottle.}

Add 2 ounces [2 pumps] concentrate -----> {This arrow will point to a piece on an icon of a bottle.}

Gently shake to mix.

**Directions for mixing/proportioning product into 5.0 gallon buddy jug [1:15 Dilution]:**

Fill buddy jug with cold tap water to the 3.5 gallon mark on the side of jug.

Slowly pour entire contents of two-22 oz. concentrate bottles into water in the buddy jug.

Resume filling buddy jug with a slow stream of cold tap water until the water reaches the 5.0 gallon mark.

Close the buddy jug lid. Gently shake to mix.

Failure to dilute to 5.0 gallon mark can result in unsatisfactory performance.

**Directions for mixing/proportioning product into 2.5 gallon buddy jug [1:15 Dilution]**

Fill buddy jug with cold tap water to the one gallon mark on the side of jug.

Slowly pour entire contents of one-22 oz. concentrate bottle into water in the buddy jug.

Resume filling buddy jug with a slow stream of cold tap water until the water reaches the 2.5 gallon mark.

Close the buddy jug lid. Gently shake to mix.

Failure to dilute to 2.5 gallon mark can result in unsatisfactory performance.

{ALTERNATE LANGUAGE FOR PORTABLE DILUTION / DISPENSING SYSTEMS}

{Note to Reviewer: Optional text below will only appear on containers equipped with portable dilution / dispensing systems}

**<<System Descriptors:>>**

[The] ProFill [Dispensing] [Unit] [System]  
 [The] EZFill [Dispensing] [Unit] [System]  
 [The] Dilute2Go [Dispensing] [Unit] [System] [D2G]  
 [The] [MDU] [MDD] [Mobile] [Dispensing] [Dilution] [Device] [Unit] [System]  
 [The] [PDU] [PDD] [Portable] [Dispensing] [Dilution] [Device] [Unit] [System]

**<<Optional Text:>>**

[Simple.] [Smart.] [Clever.] [Designed to Dilute.] [Ready-to-Dilute.] [Accurate.] [Reduce product overuse [waste].]  
 [Effective.] [No chemical contact [with concentrate].] [No risk of [product] cross contamination.] [Easy operation.]  
 [Minimal training.] [Durable [during] [use] [transport].] [Effective.] [Sealed bottle.] [Dilution control.] [Portable  
 [concentrate] [dilution].] [Plug and Go.] [Connect and Go.]  
*{insert appropriate number}* [gpm] [gallons per minute] [flow] [fill] [rate][.]  
 [Dilution ratio based on product used.]  
 [!][TURN OFF water supply after use and disconnect][.][!]

**<<Optional Text:>>****CONCENTRATED PRODUCT – DILUTE BEFORE USING[.]**

[This [1.5L] bottle makes 22.5L of diluted [disinfectant] product.]  
 [This [4.5L] bottle makes 67.5L of diluted [disinfectant] product.]

**TO FILL SPRAYER[S] [BUCKET[S]][:]**

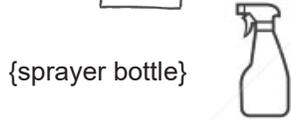
1. Attach [*<<system descriptor>>*] [unit] to water source [using [water] [hose] [and] [or] [quick-connect] [provided]]. [Turn on water supply [to pressurize unit].]
2. Pull back [small] [green] [*{other color}*] locking tab from {[off] [*<<representative “off” icon>>*]} notch [with thumb].
3. While holding back tab, use opposite hand to slide [yellow] [*{other color}*] selector bar to {[spray bottle] [bucket] [*<<representative “spray bottle” icon>>*] [*<<representative “bucket” icon>>*]} [position] to dispense product. [The {[faucet] [*<<representative “faucet” icon>>*]} [position] dispenses water only [for rinsing]].
4. *{Note to reviewer: One or both of the following statements may be used}*  
 [For spray bottle[s] [applications]:] Insert spray bottle under [dispenser] nozzle.  
*<<and/or>>*  
 [For bucket[s] [applications]:] {[Hold] [Hang]} [dispenser] nozzle [over bucket] [on bucket rim].
5. Push down [red] [*{other color}*] trigger [to fill spray bottle] [to fill bucket] [for product flow] [into a bottle] [into other container]. [Release [red] [*{other color}*] [trigger] to stop.]
6. [See [online] [service] [device] [instruction] [manual] [insert] for [more] [detailed] [usage] information.)

**TO TRANSPORT[:]**

1. [Pull back [small] [green] [*{other color}*] locking tab and] slide [yellow] [*{other color}*] selector bar to {[faucet] [*<<representative “faucet” icon>>*]} [position]. [Unit now dispenses water only [and can be used for rinsing] [by pushing down [red] [*{other color}*] trigger].]
2. Turn off water [at [the] source].
3. [While still in the {[faucet] [*<<representative “faucet” icon>>*]} [position],] push down [red] [*{other color}*] trigger to release water pressure. [A small amount of water will be discharged.] [Pressure will be released from the unit.]
4. [Once pressure is released [from the unit],] [pull back [small] [green] [*{other color}*] locking tab and] slide [yellow] [*{other color}*] selector bar to {[off] [*<<representative “off” icon>>*]} [position]. [Disconnect water hose from unit.] [[Unit] [*<<System Descriptor>>*] is now ready for transport.]

**<<REPRESENTATIVE ICONS INDICATED IN INSTRUCTIONS >>**

*{Note to reviewer: the following representative icons may be used to demonstrate directions for use.}*



**KILLS HIV ON PRECLEANED ENVIRONMENTAL SURFACES / OBJECTS PREVIOUSLY SOILED WITH BLOOD / BODY FLUIDS** in health-care settings or other settings in which there is an expected likelihood of soiling on inanimate surfaces / objects with blood or body fluids, and in which the surfaces / objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of Human Immunodeficiency Virus Type 1 [HIV-1] [associated with AIDS].

**SPECIAL INSTRUCTIONS FOR CLEANING AND DECONTAMINATION AGAINST HIV-1 ON SURFACES / OBJECTS SOILED WITH BLOOD / BODY FLUIDS:**

**Personal Protection:** Clean-up should always be done wearing protective gloves, gowns, masks and eye protection.

**Cleaning Procedure:** Blood and other body fluids containing HIV-1 must be thoroughly cleaned from surfaces and objects before application of **MALIBU CONCENTRATE**.

**Contact Time:** Leave surfaces wet for 10 minutes if a 1:15 dilution is used. Use a 10 minute contact time for all other bacteria, and viruses listed on this label.

**Disposal of Infectious Materials:** Blood, body fluids, cleaning materials and other clothing should be autoclaved and disposed of according to local regulations for infectious waste disposal.

**VETERINARY OFFICES:**

For cleaning and disinfecting hard nonporous surfaces: equipment used for feeding or watering animals, utensils, instruments, cages, kennels. Remove all animals and feeds from premises, animal transportation vehicles, crates, etc. Remove all litter, droppings and manure from floors, walls and surfaces of facilities occupied or traversed by animals. Empty all feeding and watering appliances. Thoroughly clean all surfaces with soap or detergent and rinse with potable water. Saturate surfaces with use-solution. Allow surfaces to remain wet for 10 minutes, then air dry. Immerse all halters, ropes and other types of equipment used in handling and restraining animals as well as forks, shovels and scrapers used for removing litter and manure. Ventilate buildings and other closed spaces. Do not house animals or employ equipment until treatment has been absorbed, set or dried. Thoroughly scrub all treated feeding and watering appliances with soap or detergent, then rinse with potable water.

*{Note to reviewer: For Nonrefillable Containers, Label has Commercial, Industrial, Institutional Uses}*

## STORAGE AND DISPOSAL

Do not contaminate water, food, or feed by storage and disposal.

**Pesticide Storage:** Open dumping is prohibited. Store in original container in areas inaccessible to children.

**Pesticide Disposal:** Pesticide wastes may be hazardous. Improper disposal of excess pesticide, spray mixture or rinsate is a violation of Federal Law. If these wastes cannot be disposed of by use according to label instructions, contact your State Pesticide or Environmental Control Agency, or the Hazardous Waste Representative at the nearest EPA Regional Office for guidance.

**Container Disposal:** Nonrefillable container. Do not reuse or refill this container. Clean container promptly after emptying. Triple rinse as follows: Fill container ¼ full with water and recap. Shake for 10 seconds. Drain for 10 seconds after the flow begins to drip. Follow Pesticide Disposal instructions for rinsate disposal. Repeat two more times. Then offer for recycling if available [or reconditioning if appropriate] or puncture and dispose of in a sanitary landfill.

*{Note to reviewer: For Nonrefillable Sealed Containers: Packaging options can be sealed containers or bottles designed for use dilution systems to reduce worker exposure to the concentrate. None of these can be triple rinsed because they are closed sealed containers. The following text will be used on these sealed container types:}*

## STORAGE AND DISPOSAL

Do not contaminate water, food, or feed by storage and disposal.

**Pesticide Storage:** Open dumping is prohibited. Store in original container in areas inaccessible to children.

**Pesticide Disposal:** Pesticide wastes may be hazardous. Improper disposal of excess pesticide, spray mixture or rinsate is a violation of Federal Law. If these wastes cannot be disposed of by use according to label instructions, contact your State Pesticide or Environmental Control Agency, or the Hazardous Waste Representative at the nearest EPA Regional Office for guidance.

**Container Disposal:** Nonrefillable container. Do not reuse or refill this container. [Then] offer for recycling if available [or reconditioning if appropriate] or puncture and dispose of in a sanitary landfill.

Kosher Symbol\Words

UPC Code

®  
™

Phone icon 1-800-332-7787 [www.pgpro.com] [pgpro.com] [or appropriate phone number and website]

*{Note to Reviewer: The website URL [pgpro.com] may also be provided as a Quick Response (QR) code}*  
[QR Code icon]

[DATA RATES [MAY] APPLY]

[Use your [smart]phone [to] [and] [scan] [the] [this] [tag] [code] [to] [learn] [see] [more] [uses] [information] [videos] [on how to use] [on] [for] [this product] [for] [how to] [tips]

Questions? [M]SDS?

Distributed [Distr.] by PROCTER & GAMBLE, [1 P&G Plaza,] Cincinnati, OH 45202-3315

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{Note to reviewer: The following is considered optional marketing language. On pages 7-18, parentheses ( ) indicate that one option within the parentheses must be used in the final label text. Each option within the parentheses is enclosed in a set of brackets [ ].}

{CLAIMS – NON-FIFRA}

{Note to reviewer: The following claims containing “New” may only be used for a period of six months after EPA’s approval of a revised or alternate formula, beginning when the product is first sold or distributed.}

New

New Formula

New Streak-free shine formula

New [Fresh][er] [Scent][\*] [\*among those with a preference]

( [15X] [ X] Concentrated formula

( [15X] [ X] Concentrated formula saves money [by not shipping] [a lot] [of] [water]

( [15X] [ X] Concentrated formula uses less packaging [per] [diluted] [ounce] ([than] [vs.]) ([our] [other]) ready to use ([products] [cleaners])

( [15X] [ X] Concentrated formula reduces [package] waste ([by] [up to] [more than]) ([100%] [200%] [500%] [1000%] [1500%] [ %]) compared to ([RTU] [ready to use]) ([packages] [products])

( [15X] [ X] Concentrated formula reduces [package] waste ([by] [up to] [more than]) ([100%] [200%] [500%] [1000%] [1500%] [ %])

( [15X] [ X] Concentrated formula reduces [package] waste ([by] [up to] [more than]) ([2X] [5X] [15X] [ X]) compared to ([RTU] [ready to use]) ([packages] [products])

( [15X] [ X] Concentrated formula reduces [package] waste ([by] [up to] [more than]) ([2X] [5X] [15X] [ X])

( [15X] [ X] Concentrated formula results in a lower cost [per] [diluted] [ounce] ([than] [vs.]) ([our] [other]) ready to use ([products] [cleaners])

( [15X] [ X] Concentrated formula results in a lower cost [per] [diluted] [ounce]

A clean your mother would approve of

A fresh take on tough cleaning

Beautiful clean[ing]

Brilliant shine

Cleans and deodorizes [your] [whole] [throughout your] [house] [[facility] [business] [operation] [site] [location]

([Cleans] [Cleans away] [Removes]) [more] [tough] [greasy] ([dirt] [soil[s]] [and residues]) other cleaning products ([may] [can] [do] [leave behind])

([Cleans] [Cleans away] [Removes]) [more] [tough] [greasy] ([dirt] [soil[s]] [and residues]) other cleaning products ([may] [can] [do] [leave behind]) [on] ([countertops] [,] [stove tops] [,] [microwave exteriors] [,] [sink[s]] [,] [mirror[s]] [,] [glass] [,] [faucet[s]] [,] [windows] [,] [exercise equipment] [,] exercise paraphernalia [,] [weight machines] [,] [free weights] [,] [rehab areas] [,] [rehabilitation areas] [,] [exterior surfaces of appliances] [,] [stainless steel] [,] [glass furniture] [,] [oven fronts] [,] [exterior surfaces of microwaves] [,] [and] ([shiny surfaces] [most hard, non-porous surfaces] [most surfaces] [most shiny surfaces] [most] [household surfaces] [office surfaces] [business surfaces] [away from home surfaces] [throughout the kitchen] [throughout the bathroom] [throughout the restroom] [throughout rooms] [throughout [your][the] home] [throughout [your][the] business] [throughout [your][the] office] [throughout [your][the] restaurant] [throughout [your][the] hotel] [throughout [your][the] operation])

([Cleans] [Cleans away] [Removes]) [more] [tough] [greasy] ([dirt] [soil[s]] [and residues]) other cleaning products ([may] [can] [do] [leave behind]) [on] ([countertops] [,] [stove tops] [,] [microwave exteriors] [,] [sink[s]] [,] [mirror[s]] [,] [glass] [,] [faucet[s]] [,] [windows] [,] [exterior surfaces of appliances] [,] [stainless steel] [,] [glass furniture] [,] [oven fronts] [,] [and] [shiny surfaces] [most hard, non-porous surfaces] [most surfaces] [most shiny surfaces] [most] [household surfaces] [office surfaces] [business surfaces] [away from home surfaces] [throughout the kitchen] [throughout the bathroom] [throughout the restroom] [throughout rooms] [throughout [your][the] home] [throughout [your][the] business] [throughout [your][the] office] [throughout [your][the] restaurant] [throughout [your][the] hotel] [throughout [your][the] operation])

([Cleans away] [Removes]) [tough dirt] [and] [residues] other cleaning products [may] [can] leave behind

([Cleans away] [Removes]) [tough dirt] [and] [residues] other cleaning products [may] [can] leave behind ([on flooring] [on] [countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,] [exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven

fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your home]) [throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [.]

([Cleans] [Cleans away] [Removes]) ([tough] [greasy] [dirt] [soil[s]] [residue[s]]) ([from] [fire] [smoke] [damage]) [faster]\*

([\*vs. the leading [all-purpose][multi-purpose][multi-surface] cleaner])

([\*vs. leading [all-purpose][multi-purpose][multi-surface] cleaners])

([\*vs. the leading all-purpose][multi-purpose][multi-surface] professionally labeled cleaner])

([\*vs. leading [all-purpose][multi-purpose][multi-surface] professionally labeled cleaners])

([\*vs. the leading [liquid] [dilutable concentrate] [[ready to use] [RTU] spray] [all-purpose][multi-purpose][multi-surface] [professionally labeled] cleaners])

([Cleans] [Cleans away] [Removes]) ([tough] [greasy] [dirt] [soil[s]] [residue[s]]) [from] [fire] [smoke] [damage] ([on] [countertops] [,] [stove tops] [,] [microwave exteriors] [,] [sink[s]] [,] [mirror[s]] [,] [glass] [,] [faucet[s]] [,] [windows] [,] [exercise equipment] [,] exercise paraphernalia [,] [weight machines] [,] [free weights] [,] [rehab areas] [,] [rehabilitation areas] [,] [exterior surfaces of appliances] [,] [stainless steel] [,] [glass furniture] [,] [oven fronts] [,] [exterior surfaces of microwaves] [,] [and] ([shiny surfaces] [most hard, non-porous surfaces] [most surfaces] [most shiny surfaces] [most] [household surfaces] [office surfaces] [business surfaces] [away from home surfaces] [throughout the kitchen] [throughout the bathroom] [throughout the restroom] [throughout rooms] [throughout [your][the] home] [throughout [your][the] business] [throughout [your][the] office] [throughout [your][the] restaurant] [throughout [your][the] hotel] [throughout [your][the] operation])

([Cleans] [Cleans away] [Removes]) ([tough] [greasy] [dirt] [soil[s]] [residue[s]]) [from] [fire] [smoke] [damage] [faster]\* ([on] [countertops] [,] [stove tops] [,] [microwave exteriors] [,] [sink[s]] [,] [mirror[s]] [,] [glass] [,] [faucet[s]] [,] [windows] [,] [exercise equipment] [,] exercise paraphernalia [,] [weight machines] [,] [free weights] [,] [rehab areas] [,] [rehabilitation areas] [,] [exterior surfaces of appliances] [,] [stainless steel] [,] [glass furniture] [,] [oven fronts] [,] [exterior surfaces of microwaves] [,] [and] ([shiny surfaces] [most hard, non-porous surfaces] [most surfaces] [most shiny surfaces] [most] [household surfaces] [office surfaces] [business surfaces] [away from home surfaces] [throughout the kitchen] [throughout the bathroom] [throughout the restroom] [throughout rooms] [throughout [your][the] home] [throughout [your][the] business] [throughout [your][the] office] [throughout [your][the] restaurant] [throughout [your][the] hotel] [throughout [your][the] operation])

([\*vs. the leading [all-purpose][multi-purpose][multi-surface] cleaner])

([\*vs. leading [all-purpose][multi-purpose][multi-surface] cleaners])

([\*vs. the leading all-purpose][multi-purpose][multi-surface] professionally labeled cleaner])

([\*vs. leading [all-purpose][multi-purpose][multi-surface] professionally labeled cleaners])

([\*vs. the leading [liquid] [dilutable concentrate] [[ready to use] [RTU] spray] [all-purpose][multi-purpose][multi-surface] [professionally labeled] cleaners])

([Cleans away] [Removes]) tough dirt [.]

([Cleans away] [Removes]) tough dirt ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,] [exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[Clean better than before] to reveal a ([brilliant] [sparkling] [virtually] [100%]) shine[.]

[Clean better than before] to reveal a ([brilliant] [sparkling] [virtually] [100%]) shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,] [exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[Clean[s]] [better than before] to reveal a ([virtually] [100%] [streak free]) shine[.]

[Clean[s]] [better than before] to reveal a ([virtually] [100%] [streak free]) shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,] [exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,]

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[and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[Cleans better than before to reveal] [up to] ((2X)[3X][4X]) the shine

[Cleans better than before to reveal] [up to] ((2X)[3X][4X]) the shine[\*] ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[\*vs. previous formula]

Cleans [dirt] and/or [grease] and/or [grime] with only one ([wipe][swipe])

Cleans [kitchens], [bathrooms], [glass], [windows] [mirrors], [appliances] [household surfaces] [and shiny surfaces]

Cleans [kitchens], [bathrooms] [restrooms], [glass], [windows], [mirrors] [shiny surfaces], [and household surfaces] to a streak free shine

Cleans [kitchen] [household] [commercial] [industrial] [institutional] [hard] surfaces [throughout your facility] to a streak-free shine [even glass]

Cleans thoroughly to reveal [a] [the] shine

Cleans thoroughly to reveal ([a] [the] [brilliant] [sparkling] [Virtually] [100%] [streak free]) shine[.]

Cleans thoroughly to reveal ([a] [the] [brilliant] [sparkling] [Virtually] [100%] [streak free]) shine ([on] [countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Cleans to a brilliant shine

Cleans To a Sparkling Shine, [Most Hard Nonporous Surfaces], [Most Surfaces], [Most Shiny Surfaces]

Cleans to a streak-free shine [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances] [stainless steel], [stove tops] [glass furniture], [oven fronts], [exterior surfaces of microwaves], [and shiny surfaces]

Cleans to reveal a [brilliant] [sparkling] shine[.]

Cleans to reveal a [brilliant] [sparkling] shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Cleans to reveal [a] [virtually] [100%] [streak free] [spotless] shine

Cleans to reveal a [virtually] [100%] [streak free][spotless] shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Cleans without bleach

Cleans your whole ([business][[operation][site][location]house] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility]) and [most] everything in it [to a streak-free shine]

Combines the [tough] [cleaning] power of a [all-purpose][multi-purpose][multi-surface] cleaner ([and] [with]) the [virtually] streak-free performance of a glass cleaner and [with] hospital [use] [level] ([disinfecting] [disinfectancy])

Cuts [grease] [and grime], while leaving a streak- free shine

Cuts Grease

Cuts Tough Grease

Cuts [tough] [grease] [and grime]

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[Designed] [Formulated] [to] [clean] [and] [buff] [while meeting California VOC [Volatile Organic Compound] limits [for general purpose cleaners]]

Dries [to a] streak-free [shine]

[Designed] [Formulated] [to] dry slow[er] [while meeting California VOC [Volatile Organic Compound] limits [for general purpose cleaners]]

Easier to clean with one solution [for the whole house] [for multi surfaces] [for the whole facility]

Easier [Easy] to clean [with one solution] ([your] [the] [whole] [entire] [house] [business] [office] [restaurant] [[multi-] [multiple] surfaces]) [with just one product]

Easy to Use

Excellent clean[ing]

([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]) [up to][100%][2X][3X][4X] more shine[.]

([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]) [up to][100%][2X][3X][4X] more shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your home])[.]

([Excellent] [Great] [clean to reveal] [Cleans better to reveal]) [up to] 100% more shine[.]

([Excellent] [Great] [clean to reveal] [Cleans better to reveal]) [up to] 100% more shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your home])[.]

([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]) [up to] [2X][3X][4X] more shine [.]

([[Excellent] [Great] [clean to reveal]] [Cleans better to reveal]) [up to] [2X][3X][4X] more shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Fewer mistakes [on which product to use][on product choice] [by employees]

Fewer products required reduces [inventory] [and] [space requirements]

[For best results,] apply a thin layer of [product] [Alternate brand name] [Alternate brand name]; buff [dry] [until no streaks] [until streaks are gone] [until product disappears]

Fresh Clean Scent

Fresh Scent

Gives Streak-free shine while it cleans

Great clean[ing]

Great on glass

[Helps] [Eliminate Odors] [and] Cleans to a sparkling shine, [Most Hard Nonporous Surfaces], [Most Shiny Surfaces]

[Helps] [Eliminate Odors] [and] Cleans to a [virtually] streak-free shine[.]

[Helps] [Eliminate Odors] [and] Cleans to a streak-free shine ([on] [floors], [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [and] [shiny surfaces] [countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[Helps] [Eliminate Odors] [and] Cleans to a [virtually] streak-free shine ([on] [floors], [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [and] [shiny surfaces] [countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most

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surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[Helps] [Eliminate Odors] [and] Cleans [to a][virtually][streak-free shine]

[Helps] [Eliminate Odors] [and] Cuts [grease] [and] [grime], while leaving a streak-free shine

[Helps] [Eliminate Odors] [and gives a] [virtually][streak-free]Streak-free shine [in less time]

[Helps] [Eliminate Odors], [and] Gives [a][virtually] [streak-free] [Streak-free] shine [while it cleans]

[Helps] [Eliminate Odors] [and] Reveals the shine [in less time] [in less swipes] [in less strokes] [.]

Just what you need and nothing more

[Kitchen] and [Bathroom] cleaner

Leaves a Fresh [Clean] Scent

Leaves behind no dulling residue

Leaves behind no dulling residue ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Leaves no smeary residue

[virtually] [100%] [streak free] shine

[virtually] [100%] [streak free] shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [oven door exterior][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Leaves your [house] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] smelling [clean] [and fresh]

Leaves no smeary residue

Leaves your ([whole] [house] [business] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] [athletic center[s]] [fitness center[s]] [bus terminal[s]] [train station[s]] [subway station[s]] [locker room[s]]) smelling clean and fresh

Leaves your ([whole] [house] [business] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] [athletic center[s]] [fitness center[s]] [bus terminal[s]] [train station[s]] [subway station[s]] [locker room[s]]) smelling good

Less confusion [on which product to use] [on product choice] [by employees]

Less [overall] training since one product replaces several [many]

Long Lasting ([freshness][fresh][scent][fragrance][aroma][perfume]).

Long[er] lasting freshness

Makes cleaning easier

Makes ([life] [running a business]) easier

More shine [in less time]

More shine [in less time] ([vs. imitation brands] [vs. leading in-store brand] [vs. leading in-store brands])

Mr. Clean [“]One for All[”]

Mr. Clean [“]Essentials[”]

Mr. Clean w/Febreze [Freshness] [Fresh Scent]

Multiple [Multi-] surface [use] [cleaner]

Multi-Purpose [Cleaner] [Spray]

Multi-Purpose [Spray]

Multi-Shine

Multi-Surface [Cleaner] [Spray]

No Buffing [Required]

No dulling residue

No filming

No grease [and No Streaks]

No harsh odor

No overpowering chemical odor

No smeary residue

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No streaking

No streaking or filming

Nothing but shine left behind

Nothing but shine left behind ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces] [most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[Now] [cleans better to reveal] [up to] [2X] [3X] [4X] the shine[\*][.]

[\*vs. previous formula]

[Now] [cleans better to reveal] [up to] [2X] [3X] [4X] the shine[\*] ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

[\*vs. previous formula]

One product to [clean] [and shine] just about any surface

One product to [thoroughly] clean surfaces [throughout the kitchen] [throughout the house] [throughout your bathroom][throughout your business] [throughout your operation] [throughout your site] [throughout your location] [throughout your restrooms] [throughout your facility]

One [simple] [cleaner] [product] does the job of three

One step cleaning[and deodorizing][and freshening]

One Step Greater than Clean [plus freshening] [plus deodorizing] [reduced filming/streaking]

One Step > Clean [plus freshening] [plus deodorizing] [reduced filming/streaking]

1 Step > Clean [plus freshening] [plus deodorizing] [reduced filming/streaking]

1 Step Greater than Clean [plus freshening] [plus deodorizing] [reduced filming/streaking]

Powerful clean[ing]

Powerful cleaning [of Mr. Clean]

Powerful Multi-Surface Cleaning

Replaces [virtually] all [of your] [current] spray and wipe cleaners to maximize [simplicity] [,] [productivity] [,] [employee] [and] [client] [patron] satisfaction.

([Simply] [Let] [air-dry] [dry]) ([for a] [streak free] [shine])

Sparkling shine

Sparkling streak-free shine

Sparkling [virtually][streak-free] shine

Spreads [goes on] [easy] [easier] [than before]

Streak-Free [or Streak Free]

Streak-free Shine

Streak-free Formula

The clean you've always counted on

The cleaner [for professionals] [professionals use]

The cleaning solution for your [busy life] [business]

The tough job cleaner

The most [powerful] [effective] all-purpose cleaner you can buy

Thorough clean to [reveal] [a] [Brilliant] [Sparkling] [Virtually] [100%] [streak free] shine[.]

Thorough clean to [reveal] [a] [Brilliant] [Sparkling] [Virtually] [100%] [streak free] shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your home])[.]

Thorough clean to [reveal] [a] [virtually] [100%] streak-free shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,]

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[stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,]  
[and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household  
surfaces][throughout the kitchen][throughout the bathroom][throughout your business] [throughout your  
facility] [throughout your operation] [throughout your site] [throughout your location] [throughout your  
home)][.]

Thorough clean[ing]

([Thorough cleaning] [Great cleaning] [Excellent cleaning][Beautiful cleaning] [Powerful cleaning][Cleans]) to  
reveal a [virtually] [100%] [streak free] shine[.]

([Thorough cleaning] [Great cleaning] [Excellent cleaning][Beautiful cleaning] [Powerful cleaning][Cleans]) to  
reveal a [virtually] [100%] [streak free] shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,]  
[sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,]  
[glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard  
nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the  
kitchen][throughout the bathroom][throughout your business] [throughout your facility] [throughout your  
operation] [throughout your site] [throughout your location] [throughout your home)][.]

Thorough clean[ing] to [reveal] [a] [virtually] [streak-free] shine

Thoroughly cleans without leaving ([virtually] [any] [smears] [or] [residues] [or] [streaks] [or] [film])[.]

Thoroughly cleans without leaving ([virtually] [any] [smears] [or] [residues] [or] [streaks] [or] [film])

([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,]  
[windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior  
surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny  
surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom] [throughout your  
business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your  
location] [throughout your home)][.]

Tough cleaning to reveal [the][a] shine

Tough cleaning to reveal the ([brilliant] [sparkling] [Virtually] [100%][streak free]) shine[.]

Tough cleaning to reveal the ([brilliant] [sparkling] [Virtually] [100%][streak free]) shine ([on][countertops][,]  
[stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior  
surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of  
microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny  
surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom] [throughout your  
business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your  
location] [throughout your home)][.]

Twice the shine [in less time]

Twice the shine [in less time] ([vs. imitation brands] [vs. leading in-store brand] [vs. leading in-store brands])

([Up to] [2X] [3X] [4X]) long[er] lasting ([freshness][fresh][scent][fragrance][aroma][perfume])

([Up to] [2X][3X][4X]) [the] shine

([Up to] [2X][3X][4X]) [the] shine ([vs. imitation brands] [vs. leading in-store brand] [vs. leading in-store brands])

[Use less] [Use a small amount of product] [Spread a thin layer of] [product] [alternate brand name] evenly [over  
the surface]; buff [dry] [until no streaks] [until streaks are gone][until product disappears]

Use less[for cleaning][tough][greasy soils][vs. competitive][vs. other multi-purpose][products]

[Virtually] [100%] streak free shine.

[Virtually] No streaking or filming

[Virtually] No streaking or filming ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,]  
[mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass  
furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,] [and][shiny][surfaces][most hard nonporous  
surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout  
the bathroom] [throughout your business] [throughout your facility] [throughout your operation] [throughout  
your site] [throughout your location] [throughout your home)][.]

[Virtually] [streak free] [Streak free] [Brilliant] [Sparkling] [virtually] [100%] [streak free] shine[.]

[Virtually] [streak free] [Streak free] [Brilliant] [Sparkling] [virtually] [100%] [streak free] shine ([on][countertops][,]  
[stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior  
surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of  
microwaves][,] [and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny

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surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom] [throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [ [throughout your home)].]

[Virtually] Streak free formula reveals [the][a] shine

[Virtually] [100%] Streak free formula reveals the shine[.]

[Virtually] [100%] Streak free formula reveals the shine ([on][countertops][,] [stove tops] [,] [microwave exteriors][,] [sink[s]][,] [mirror[s]][,] [glass][,] [faucet[s]][,] [windows][,][exterior surfaces of appliances][,] [stainless steel][,] [glass furniture][,] [oven fronts][,] [exterior surfaces of microwaves][,]

[and][shiny][surfaces][most hard nonporous surfaces][most surfaces][most shiny surfaces][most][household surfaces][throughout the kitchen][throughout the bathroom] [throughout your business] [throughout your facility] [throughout your operation] [throughout your site] [throughout your location] [ [throughout your home)].]

([Virtually] [streak-free][streak free] [Shine]) [Formula]

Wipes out tough [grease] [and grime]

Works the first time, every time.

You can count on Mr. Clean

You can feel the difference [when cleaning]

{CLAIMS – FIFRA}**CLEANING AND ODOR ELIMINATION CLAIMS:**

([As it dries it,] [In one step it] [Deodorizes and] [Freshens and]) cleans away the odors trapped on ([hard] surfaces [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves]), and ([shiny surfaces], [hard non porous surfaces]), leaving your [hard] surfaces ([glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves]), and ([shiny surfaces], [hard non porous surfaces]) virtually free of odor causing bacteria.

Cleans away the odors trapped on ([hard] surfaces [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves]), and ([shiny surfaces], [hard non porous surfaces]), leaving your [hard] surfaces ([glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves]), and ([shiny surfaces], [hard non porous surfaces]) virtually free of odor causing bacteria.

[Clean,] [and] [Disinfect][\*][,] [and] [Freshens] [and][Deodorize][Deodorizes][with] [1] [one] [bottle][in one labor saving step][.][!]

[\*when product used per label instructions]

[Clean,] [and] [Disinfect][,] [and] [Freshen] [Freshens] [and][Deodorize][Deodorizes][with] [1] [one] [bottle] [product] [.] [!]

Clean away the dirt and grime while eliminating those [unpleasant] harsh odors.

Cleans

Cleans and Disinfects [\*][in one step] [to help save time and labor ]

[\*when product used per label instructions]

Cleans and Freshens

Cleans, Disinfects, and Freshens

Cleans, Disinfects, and Freshens with [1] [one] [bottle] [product] [.] [!]

Cleans, disinfects [hard non porous surfaces], and shines [throughout the house] [throughout the facility].

Cleans, disinfects [hard non porous surfaces], and shines easily

Cleans and disinfects [hard non porous surfaces], [deodorizing], [sanitizing] while leaving a streak-free shine

Cleans and disinfects hard non-porous [household] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] [athletic center[s]] [fitness center[s]] [bus terminal[s]] [train station[s]] [subway station[s]] [locker room[s]] surfaces

Cleans, [and] disinfects [hard non porous surfaces], and shines your [shiny] surfaces, [including glass], [including windows], [including mirrors]

Cleans [and disinfects] multiple surfaces

Cleans and Freshens ([glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces], [hard non porous surfaces])[.]

Cleans [and shines], [and disinfects] [hard non-porous household surfaces] [hospital] [office] [hotel] [restaurant] [school] [airport] [facility] [athletic center[s]] [fitness center[s]] [bus terminal[s]] [train station[s]] [subway station[s]] [locker room[s]] surfaces

Combines a grease cutting formula with antibacterial ingredients [to clean] and [shine]

Combines antibacterial cleaning with streak-free shine

Cuts grease [and grime], [kills germs\*\*\*], and [shines]

*Cuts grease, [disinfects], [deodorizes], [sanitizes], and [shines]*

Cuts grease, [kills germs\*\*\*], [cleans glass], and shines [surfaces]

Disinfects and Freshens

Disinfects [as it cleans<sup>§</sup>] [and shines]

Disinfect[s], cuts grease, cleans glass

[Effectively] cleans [even grease] [dirt] [and grime], [windows], [mirrors], [shiny surfaces], [and kills germs\*\*\*]

[Eliminates] [No] [employee] guesswork

Enables one step cleaning and disinfection\* to help save time and labor

[\*when product used per label instructions]

Fresh and clean all day long.

Freshens

[Mr. Clean] cleans away the dirt and grime while freshening with Febreze.

<sup>§</sup>when used per [according to] disinfection instructions

**CLEANING AND ODOR ELIMINATION CLAIMS (Cont.):**

[Mr. Clean] Powerful Multi-Surface Cleaning [helps eliminate odors] [helps eliminate odors in the air] [helps eliminate odors with Febreze fresh scent][helps eliminate odors with Febreze freshness]

No pre-cleaning step required for general disinfection[\*]

[\*when product used per label instructions [for lightly soiled surfaces]]

One [simple] cleaner [-] [to] [clean] [disinfect] [deodorize]

Powerful cleaning without [the harsh odor].

Powerful clean with the freshness of Febreze

Powerful [three-in-one<sup>§</sup>] [3-in-1<sup>§</sup>] formula helps improved cleaning [productivity]

Saves time [by not] [from] [switching products]

Simplifies cleaning [in one easy step] [in one easy procedure]

Simplifies cleaning [while saving time] [in one easy step]

**ANTIBACTERIAL CLAIMS:**

3 in 1<sup>§</sup> Antibacterial Multi-Purpose [Cleaner] [Spray]

An effective [cleaner], [disinfectant], [sanitizer], [deodorizer], [odor eliminator] for use in [the] [kitchen], [bathroom], [bedroom], [playroom], [family room], [living room], and other [household] areas [your] [business][facility][operation][site][location].

Antibacterial [Formula] [Cleaner] [Spray]

Antibacterial Glass & Surface [Cleaner] [Spray]

Antibacterial Hard Nonporous Surface and Glass [Cleaner] [Spray]

Antibacterial Multi-Purpose [Cleaner] [Spray]

Antibacterial All Purpose [Cleaner] [Spray]

Antibacterial Glass [Cleaner] [Spray]

Antibacterial [Cleaner] [Spray]

Antibacterial Surface and Glass [Cleaner] [Spray]

Bactericidal

[Destroy] [Kills] [Removes] [Gets rid of] [Helps to eliminate 99.9% of] [household] germs\*\*\*

Disinfectant

Disinfecting cleaner kills 99.9% of common [household] bacteria and germs\*\*\*.

Disinfecting [formula] [Cleaner]

Disinfects

Disinfects as it cleans<sup>§</sup> [indoor] [and] [outdoor] surfaces.

Germicidal\*\*\*

Kills Germs\*\*\*

Kills 99.9% of Germs\*\*\*

Kills 99.9% of the bacteria

Kills 99.9% of [common] [household] [bacteria] [,] [E. coli O157:H7] [,] [Salmonella enterica] [Salmonella] [,] [and] [Staphylococcus aureus] [Staph].

[Kills] [Influenza] [H1N1] [Flu Virus]] and/or [MRSA [methicillin resistant Staphylococcus aureus]] and/or [Staph [Staphylococcus aureus]] and/or [In 10 minutes]]

Kills 99.9% of household germs\*\*\*

[Kitchen] and [Bathroom] cleaner [and] [disinfectant]

Leaves surfaces sanitary

Makes cleaning easy, and disinfects too.

Multi-Bacterial

Multi-Surface Disinfecting Cleaner for hard non porous surfaces

[P&G] [Pro Line] 3 in 1<sup>§</sup>

[P&G] [Pro Line] 3 in 1<sup>§</sup> Disinfecting All-Purpose Spray and Glass Cleaner

[P&G] [Pro Line] Disinfecting All-Purpose Spray and Glass Cleaner

Sanitization [Sanitizes] [Sanitizing]

[This product] cleans [and/or] disinfects [and/or] [helps] [eliminate odors] on the following [hard, nonporous] surfaces: See “surfaces for disinfecting, cleaning, deodorizing, [help[-s]][-ing] to] eliminate odors [on] [in], freshen[s], sanitize[s]” listed below.

Tough on dirt and bacteria, easy on you

Virucidal<sup>‡</sup>

<sup>§</sup>when used per [according to] disinfection instructions

[New] California VOC-compliant] [formula] [kills] [eliminates 99.9% of] [destroys] [[is] effective against]

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[[25][30][40][50][XX]%^\*] [more] [additional] [extra] [germs] [pathogens] [[micro-]organisms] [\*vs. previous formula] [\*vs. EPA Reg No. 6836-244-3573]

[New] [California VOC-compliant] [formula] [kills] [eliminates 99.9% of] [destroys] [[is] effective against] [[1.5][2][2.5][XX] x\*] [more] [additional] [extra] [germs] [pathogens] [[micro-]organisms] [\*vs. previous formula] [\*vs. EPA Reg No. 6836-244-3573]

[New] [California VOC-compliant] [formula] [kills] [eliminates 99.9% of] [destroys] [[is] effective against] [[1.5][2][2.5][XX] times\*] [more] [additional] [extra] [germs] [pathogens] [[micro-]organisms] [\*vs. previous formula] [\*vs. EPA Reg No. 6836-244-3573]

[New] [California VOC-compliant] [formula] [kills] [eliminates 99.9% of][destroys] [[is] effective against] [[5][10][20][XX]\*] [more] [additional] [extra] [germs] [pathogens] [[micro-]organisms] [\*vs. previous formula] [\*vs. EPA Reg No. 6836-244-3573]

[Kills] [Eliminates 99.9% of][Destroys] [Effective against] [XX] [germs] [pathogens] [[micro-]organisms]

[Kills] [Eliminates 99.9% of][Destroys] [Effective against] [XX] viruses

[Kills] [Eliminates 99.9% of][Destroys] [Effective against] [XX] bacteria

*{Note to Reviewer "XX" indicates a numerical value not already specified, and not to exceed the actual numerical value associated with the particular claim}*

### **CLEANING, ODOR ELIMINATION, AND ANTIBACTERIAL CLAIMS:**

Cleans away the odors trapped on your household surfaces, leaving your surface [virtually free] [of] odor causing [bacteria].

Cleans away the odors trapped on your household surfaces. Leaving your surface without the odor causing [bacteria].

Does not just [cover up] [mask odors];

Disinfects and deodorizes by killing germs\*\*\* [with the freshness of Febreze][Freshness and/or Fresh scent] and the odors they cause]

[Mr. Clean] Disinfects by killing germs\*\*\* and [while] deodorizes [deodorizing] [with the power of Febreze][Freshness and/or Fresh scent] [and the odors they cause]

Easily cleans tough greasy dirt AND disinfects [,] [while] [helping to eliminate] [eliminating] [odors] [with] [the freshness of Febreze] [freshness and/or fresh scent]

Kill[s] 99.9% of germs\*\*\*, while leaving your home smelling fresh and clean.

[Makes cleaning easy] [Cleans and disinfects] while helping to eliminate odors [with the freshness of Febreze] [freshness and/or fresh scent].

Mr. Clean kills 99.9% of [the] germs\*\*\* and [deodorizes] [helps eliminate odors]

### **ODOR ELIMINATION AND ANTIBACTERIAL CLAIMS:**

Cleans away odors and kills the bacteria that cause them.

Effective against [99.9% of] bacteria that cause odors [on] [hard surfaces], [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces], [hard non porous surfaces].

[Eliminate 99.9% of] [Remove] [germs\*\*\*] [and] [bacteria] [from your home] [while] leaves[-ing] your home smelling fresh.

[Helps] eliminate[s] odors.

[Kills] [Removes] [Gets rid of] [99.9% of] the bacteria that cause them.

Kills bacteria that cause odors [on surfaces].

[Kills] [Removes] [Gets rid of] [Eliminates 99.9% of] bacteria that cause odors [.]

[Kills] [Removes] [Gets rid of] [Eliminates 99.9% of] bacteria that cause odors ([on [hard] surfaces [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops]\*\*, [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces], [hard non porous surfaces][.])

[Kills] [Removes] [Gets rid of] [Eliminates 99.9% of] common household bacteria, E. coli, Salmonella, Staphylococcus [Staph] and Streptococcus [Strep] while leaving [a ] Febreze [fresh scent] [and/or] [freshness] or [with the freshness of Febreze].

[Kills] [Removes] [Gets rid of] [Eliminates 99.9% of] common household bacteria, E. coli, Salmonella, Staphylococcus [Staph] and Streptococcus [Strep] without the harsh fumes[smell][odor][hospital smell].

[Kills] [Removes] [Gets rid of] [Eliminates 99.9% of] common household bacteria, E. coli, Salmonella enterica, and Staphylococcus aureus [Staph] while helping to eliminate odors with the freshness of Febreze.

Kills 99.9% of germs\*\*\*, while leaving your home smelling fresh with the power of Febreze.

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Leaves your surface virtually free of [from] odors and the bacteria that cause them.

**ODOR ELIMINATION CLAIMS:**

Does not just cover up and/or mask odors / [removes] [eliminates] [helps eliminate] [helps remove] odors

For all around Febreze fresh[ness] try [*insert name of scent*] scent

Great Scent

[Helps] Eliminate[s] odors [at the source] on ([hard surfaces] [glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops], [glass furniture], [oven fronts], [exterior surfaces of microwaves], and [shiny surfaces] [hard non porous surfaces]).

[Helps] Eliminate odors [caused by bacteria]

[Helps] eliminate odors [in the air] with Febreze [freshness][fresh scent]

[Helps][to][Eliminate[s]] [Fish odors/malodors/smell][,][Mold odors/malodors] and][Mildew odors/malodors] [,] [Smoke] [smoke] [,] [and][Bacon Grease] [bacon grease] [odors][malodors] [in the air][.]

Neutralizes odors

With Febreze [freshness] [fresh scent]

**USAGE CLAIMS:**

Cleans [kitchens], [bathrooms], [glass], [windows], [mirrors], [appliances], [household surfaces] [and shiny surfaces]

Cleans ([glass], [windows], [mirrors], [faucets], [exterior surfaces of appliances], [stainless steel], [stove tops]\*\*, [glass furniture], [oven fronts], [exterior surfaces of microwaves]), and ([shiny surfaces] [hard non porous surfaces]).

Cuts Grease

Degreases [Degreaser]

[For best results,] apply a thin layer of [product] [Alternate brand name] [Alternate brand name]; buff [dry] [until no streaks] [until streaks are gone] [until product disappears]

Great for kitchens\*, bathrooms, and other tough jobs

\*a potable water rinse is required for surfaces in direct contact with food.

Ready to use / concentrated [can be used in dilution]

[Use less] [Use a small amount of product] [Spread a thin layer of] [product] [Alternate brand name] evenly [over the surface]; buff [dry] [until no streaks] [until streaks are gone] [until product disappears]

Versatile [-works on [a wide range of hard, non-porous surfaces][.].] [See "SURFACES for disinfecting, cleaning, deodorizing, [help[-s][-ing] to] eliminate odors [on] [in], freshen[s], sanitize[s]" listed below.]

**VALUE CLAIMS:**

\_\_\_ % free

\_\_\_ % bonus

\_\_\_ % more vs. \_\_\_ oz.

\_\_\_ oz. at the \_\_\_ oz. price

\_\_\_ oz. more vs. \_\_\_ oz.

2 pack

3 pack

4 pack

Bonus Bottle

Combo Pack

Economy size

Free sample

Get \_\_\_ oz. free

Get the same level of clean for 1/\_\_\_ the cost

Institutional size

Limited Time

Multi-Pack

Only [\$]\_\_\_ [cents] per use

Trial size

Twin Pack

Twin Size

Triple Pack

Triple Size

Undo weeks of dirt within minutes

Value size

Value pack

X% more

**SHINE FIFRA CLAIMS:**

Combines antibacterial cleaning with [virtually] streak-free shine

[Helps] [Eliminate Odors], [and] Cleans [and disinfects] [hard non porous surfaces], [deodorizing], [sanitizing] while leaving a [virtually] streak-free shine

[Helps] [Eliminate Odors] [and] Disinfects [as it cleans<sup>§</sup>] [and shines]

<sup>§</sup>when used per [according to] disinfection instructions

[Helps] [Eliminate Odors], Cleans [and] [shines], [and] [disinfects] [hard non-porous household surfaces]

[Helps] [Eliminate Odors], Cleans, disinfects [hard non porous surfaces], and shines [throughout the house]

[Helps] [Eliminate Odors], Cuts grease [and grime], [Kills Bacteria], and shines [surfaces]

[Helps] [Eliminate Odors], [Cuts grease], [disinfects], [deodorizes], [sanitizes], and [shines]

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**SURFACE SAFETY CLAIMS:**

Low streaking

No streaking

Non abrasive clean

Non abrasive formula

Not harmful for most surfaces

Not recommended for carpets, copper or aluminum surfaces.

Note: Will not harm most washable surfaces. However, on painted surfaces and wall coverings, test a small area before use. If applied to aluminum, wipe dry immediately. Repeated use on copper or brass may discolor these surfaces. Not recommended for carpets.

Will not harm Septic tanks

[without bleach]

Works on a wide range of [household] surfaces [indoor] and [outdoor].

**OTHER CLAIMS:**2-in-1<sup>§</sup>3-in-1<sup>§</sup>4-in-1<sup>§</sup>5-in-1<sup>§</sup>6-in-1<sup>§</sup>7-in-1<sup>§</sup>8-in-1<sup>§</sup>9-in-1<sup>§</sup>10-in-1<sup>§</sup>

<sup>§</sup>when used per [according to] disinfection instructions

Bathroom Cleaner

Floor Cleaner

Kitchen Cleaner

Multi-Purpose –or- Multi-Room [Cleaner] [and] Disinfectant

Multi-Purpose –or- Multi-Room [Cleaner] [and] Disinfectant [Kitchen], [Bathroom], [Floor] cleaner.

Not formulated with ozone-depleting compounds

This bottle is made of x% post-consumer recycled plastic

Will not harm septic systems

[Designed with] [Formulated to have] [Formulated with] [up to] [10%] [20%] [30%] [40%] [50%] [60%] [70%] [XX%] [80%] [low[er]] [few[er]] [VOC's] [Volatile Organic Compounds] [solvents]

[Designed to meet] [Formulated to meet] [Meets] [the] [environmentally [minded] [conscious] [aware] [cognizant]] [State of California Air and Resources Board] [CARB] [CA] [low[er]] [VOC] [Volatile Organic Compound[s]] [solvent] [standards] [regulations] [limits] [while effectively cleaning [and] [disinfecting] hard surfaces]

[Get] [Maintain] [Effective] [cleaning] [and] [disinfection] [with] [up to] [10%] [20%] [30%] [40%] [50%] [60%] [70%] [XX%] [80%] [low[er]] [few[er]] [VOC's] [Volatile Organic Compounds] [Solvent[s]]

[Clean] [and] [disinfect] [glass] [and] [hard surfaces] [with] [up to] [10%] [20%] [30%] [40%] [50%] [60%] [70%] [XX%] [80%] fewer [VOC's] [Volatile Organic Compounds] [Solvent[s]]

*{Note to reviewer: The following may be depicted via Pictures/Icons:}*

Wall-mounted Automatic Dilution Systems/Equipment

A gloved hand holding a cloth, wiping a surface

*{Note for reviewer: The following statement will appear near a 'peel-back' corner of fold-out, peel-back labels:}*

Open here for [additional] [information] [instructions] [directions] [for use]

[Peel] [back] [corner] [here] for [additional] [information] [instructions] [directions] [for use]

{Note to reviewer: These Use Sites may be depicted by Pictures/icons with the optional header **[Use on]:**}

**SURFACES** for disinfecting, cleaning, deodorizing, [help[-s][-ing] to] eliminate odors [on] [in], freshen[s],  
 sanitize[s]  
 Appliance[s] [exterior]  
 Baby furniture [cribs, changing tables, diaper pails]  
 Baked Enamel  
 Basement[s] [areas]  
 Bathroom or restroom surfaces  
 Bathtub [tub]  
 Bed frame  
 Cabinets  
 Car window  
 Cat and/or Pet [litter] boxes or pans  
 [Desks] [/] [and] [Chairs]  
 Chrome  
 Countertops or counters\*\*  
 Diaper pails  
 Doorknobs  
 Exhaust [Fan] [hood]  
 Faucets  
 Fixtures [chrome] [stainless steel]  
 Floor[ing] [Glazed Ceramic Tile][Linoleum] [No-wax] [Vinyl] [glazed porcelain tile][kitchen tile] [Bathroom tile]  
 Garbage [can] [pail]  
 Glass [surface][s]  
 Glass furniture  
 Glazed [Ceramic] tiles  
 Garage[s] [floor and/or doors and/or cabinets]  
 [Hard] plastic or vinyl  
 Highchairs [non-food contact areas]  
 Kitchen  
 [Kitchen] appliance[s] [exteriors]  
 Light fixtures  
 Litter boxes or pans  
 Metal [blinds]  
 Microwave oven exteriors  
 Mirrors [and] [Sinks]  
 [no-wax] floors  
 Outdoor grill  
 Oven doors [exterior]  
 Patio furniture [except cushions and wood frames]  
 Pet areas  
 Piano keys  
 Picnic Table [non-wood]  
 Plastic laundry hampers or baskets  
 Plastic dog houses  
 Playroom[s]  
 Range hoods  
 Recycling bins  
 Refrigerator exteriors  
 Sealed Fiberglass  
 Shelves / Drawers  
 Shower[s] [doors]  
 Sinks  
 Stainless steel or metal surfaces in bathroom[s] or restroom[s] and/or kitchen[s]  
 Stove[s] [tops]  
 Synthetic marble  
 Tables  
 Telephones

**SURFACES (Cont.)**

Toilet[s] bowl[s] [exterior][rims]  
 Tools  
 Tubs  
 Urinal[s] [exterior[s]]  
 Vanity top  
 [Washable] Kitchen surfaces\*\*  
 [Washable] Cupboards  
 [Washable] Door[s]  
 [Washable] Railings  
 [Washable] Trim[ming]  
 [Washable] Walls  
 Windows[s] [sills]

\*\* A potable water rinse is required for surfaces in direct contact with food. Do not use on drinking glasses, dishes and utensils.

For use in households.

Contains no [phosphate][,] [butyl cellosolve] or [butoxyethanol].

Contains no ammonia.

Contains cleaning agents, perfume, dye and water.

Bactericidal cross-contamination is of major housekeeping concern not only in hospitals, but in schools, institutions, and industry. **MALIBU CONCENTRATE** has been formulated to aid in the reduction of cross-contamination from treated surfaces in these areas.

**MALIBU CONCENTRATE** is a one-step disinfectant cleaner that is effective against a broad spectrum of bacteria.

When used as directed, **MALIBU CONCENTRATE** will deodorize surfaces in toilet areas, behind and under sinks and counters, garbage cans and garbage storage areas and other places where bacterial growth can cause mal odors.

**MALIBU CONCENTRATE** is recommended for use in hospitals, medical and dental offices, nursing homes, public rest rooms, institutions, schools, colleges, athletic facilities, kitchens, restaurants and bars, airports, transportation terminals, hotels and motels.

**MALIBU CONCENTRATE** uses an anti-bacterial formula to cut grease, grime and to disinfect.

**MALIBU CONCENTRATE** kills bacteria such as Staphylococcus aureus, Salmonella enterica and Pseudomonas aeruginosa.

**MALIBU CONCENTRATE** removes dirt and grime and kills many germs\*\*\*.

**MALIBU CONCENTRATE** ([Kills] [Destroys]) [Eliminates 99.9% of] [Germs\*\*\*] [Bacteria] [Viruses†]

**MALIBU CONCENTRATE** Delivers [a] [3 log] [log 3] reduction in [Germs\*\*\*] [Bacteria] [Viruses†] [levels]

**MALIBU CONCENTRATE** kills bacteria and cuts grease and grime.

**MALIBU CONCENTRATE** disinfects and deodorizes.

**MALIBU CONCENTRATE** cleans tough dirt while leaving a fresh, clean, scent.

**MALIBU CONCENTRATE** cleans and deodorizes.

**MALIBU CONCENTRATE** cuts grease and deodorizes.

**MALIBU CONCENTRATE** cuts grease, grime and deodorizes.

**MALIBU CONCENTRATE** cleans and deodorizes and cuts grease and grime.

**MALIBU CONCENTRATE** is a no-rinse cleaner that disinfects, cleans and deodorizes non-food contact surfaces in one labor saving step.

**MALIBU CONCENTRATE** cleans, shines, deodorizes and disinfects hard, nonporous household surfaces.

**MALIBU CONCENTRATE** is for use in kitchens, bathrooms, and other [household] [facility] areas.

**MALIBU CONCENTRATE** kills [household] germs\*\*\* in 10 minutes; effective against Pseudomonas aeruginosa, Staphylococcus aureus and Salmonella enterica.

**MALIBU CONCENTRATE** is a cleaner, deodorizer, and disinfectant for multiple hard non-porous surfaces. Use on windows, mirrors, Plexiglas, Lexan, and other glass surfaces.

Use **MALIBU CONCENTRATE** on the multi-touch surfaces responsible for cross-contamination.

Use **MALIBU CONCENTRATE** on tables, chairs, bathroom bowls, basins, countertops, bed rails, door knobs and handles, glass surfaces including windows and mirrors.

**MALIBU CONCENTRATE** combines streak-free cleaning and hospital disinfection with no compromise in performance.

**MALIBU CONCENTRATE** is a glass cleaner, all-purpose cleaner, and disinfectant all in one.

**MALIBU CONCENTRATE** kills Staphylococcus aureus and Salmonella enterica.

**MALIBU CONCENTRATE** kills many bacteria that cause bad odors.

**MALIBU CONCENTRATE** disinfects!

**MALIBU CONCENTRATE** cleans and disinfects.

**MALIBU CONCENTRATE** cleans today's soils and disinfects.

**MALIBU CONCENTRATE** leaves a fresh clean scent.

**MALIBU CONCENTRATE** maximizes labor results by effectively controlling odors.

**MALIBU CONCENTRATE** is recommended for non-scratch cleaning of showers and tubs, shower doors and curtains and bathroom fixtures.

**MALIBU CONCENTRATE** may be used in:

- hospitals, nursing homes, medical and dental offices and clinics, operation rooms, isolation wards, dialysis clinics, and medical research centers.
- day care centers and nurseries.
- restaurants and bars, cafeterias, institutional kitchens, and fast food operations.
- supermarkets, convenience stores, retail and wholesale [establishments] [stores], veterinary offices, and dressing rooms.
- crime scenes and funeral homes.
- institutional facilities, laboratories, factories, business and office buildings, restrooms, hotels and motels, and transportation terminals.
- kitchens, bathrooms, and other household areas.
- institutions, schools, colleges, and universities, classrooms, athletic facilities and locker rooms.
- camp grounds, play grounds, and recreational facilities.
- household and automotive garages.
- all public places where cleanliness and bacterial control are vital aspects of the environmental sanitation program, and any commercial, industrial, or institutional facility where a clean and sanitary environment is important.

**MALIBU CONCENTRATE** may be used on washable hard non-porous surfaces including:

- non-food contact counter tops, sinks, exterior surfaces of refrigerators, coolers, freezers, stovetops, appliances, non-food contact equipment, shelves, racks and carts.
- picnic tables and outdoor furniture.
- telephones and computers/keyboards.
- tables, chairs, desks, bedframes, walls, cabinets, doorknobs, and garbage cans.
- highchairs
- drinking fountains.
- shower stalls, shower doors and curtains, tubs and glazed tiles,
- glazed porcelain tiling,
- and restroom fixtures.
- windows and mirrors.
- glass, metal, stainless steel, glazed porcelain, glazed ceramic, sealed stone, plastic, chrome and vinyl.
- fiberglass sinks, tubs and showers

#### **Great for ([kitchens][,] [bathrooms][,] [restrooms]) and other tough jobs**

Kills 99.9% of germs\*\*\*, Powerful Cleaning, Cuts Grease, Great Scent

*Powerful Cleaning that Kills Germs\*\*\* and Helps Eliminate Odors with Febreze Fresh Scent*

**Note:** **MALIBU CONCENTRATE** is safe on most washable surfaces. However, on painted surfaces and wall coverings test a small area before use. If applied to aluminum [or copper] [or brass], wipe dry immediately.

#### **Hard Surface Cautionary Statement**

[May discolor aluminum, copper and brass]

[Repeated use may discolor aluminum, copper and brass].

[Prolonged exposure may discolor aluminum, copper and brass].

**MALIBU CONCENTRATE** is a Hospital Use [Level] Disinfectant, is Bactericidal as tested using the AOAC Germicidal Spray Products Test Method, Virucidal<sup>†</sup> on hard, non-porous inanimate surfaces according to the Virucidal qualification, modified in the presence of 5% organic serum and [400 ppm] [hard] water against the following bacteria, and viruses:

or

[\*\*\*]Effective against: [select from bacteria, viruses and fungi listed below]

[Bacteria:]

*Pseudomonas aeruginosa* [*Pseudomonas*] [ATCC 15442]

*Salmonella enterica* [*Salmonella*] [ATCC 10708]

*Staphylococcus aureus* [*Staph*] [ATCC 6538]

*Acinetobacter baumannii* [ATCC 19606]

*Burkholderia cepacia* [ATCC 25416]

*Campylobacter jejuni* [ATCC 29428]

*Corynebacterium ammoniagenes* [ATCC 6872]

*Escherichia coli* (ATCC 11229)

*E coli* 0157:H7 [pathogenic *E coli*] [ATCC 35150]

*Escherichia coli* NDM-1 positive [CDC 1001728] [*E. coli* NDM-1 positive] [NDM-1 positive *Escherichia coli*]

[NDM-1 positive *E. coli*] [NDM-1 producing *Escherichia coli*] [NDM-1 producing *E. coli*] [Carbapenem resistant *Escherichia coli*] [Carbapenem resistant *E. coli*] [CR *Escherichia coli*] [CR *E. coli*] [CREC*i*] [Carbapenemase-producing *Escherichia coli*] Carbapenemase-producing *E. coli*] [New Delhi Metallo beta lactamase (NDM) 1 producing *Escherichia coli*] [New Delhi Metallo beta lactamase (NDM) 1 producing *E. coli*] [New Delhi Metallo beta lactamase-1 (NDM-1) producing *Escherichia coli*] [*Escherichia coli* Carbapenemase] [*E. coli* Carbapenemase] [ECiC]

*Enterobacter aerogenes* [ATCC 13048]

*Enterobacter cloacae* [ATCC 13047]

*Enterobacter cloacae* NDM-1 positive [CDC 1000654] [*E. cloacae* NDM-1 positive] [NDM-1 positive

*Enterobacter cloacae*] [NDM-1 positive *E. cloacae*] [NDM-1 producing *Enterobacter cloacae*] [NDM-1 producing *E. cloacae*] [Carbapenem resistant *Enterobacter cloacae*] [Carbapenem resistant *E. cloacae*] [CR *Enterobacter cloacae*] [CR *E. cloacae*] [CRECe] [Carbapenemase-producing *Enterobacter cloacae*] [Carbapenemase-producing *E. cloacae*] [New Delhi Metallo beta lactamase (NDM) 1 producing *Enterobacter cloacae*] [New Delhi Metallo beta lactamase (NDM) 1 producing *E. cloacae*] [New Delhi Metallo beta lactamase-1 (NDM-1) producing *Enterobacter cloacae*] [*Enterobacter cloacae* Carbapenemase] [*E. cloacae* Carbapenemase] [ECeC]

*Enterococcus faecalis* [ATCC 29212]

Vancomycin Resistant *Enterococcus faecalis* [VRE] [ATCC 51575]

*Enterococcus faecium* [ATCC 51559]

*Klebsiella pneumoniae* [ATCC 4352]

*Klebsiella pneumoniae* NDM-1 positive [CDC 1000527] [*K. pneumoniae* NDM-1 positive] [NDM-1 positive

*Klebsiella pneumoniae*] [NDM-1 positive *K. pneumoniae*] [NDM-1 producing *Klebsiella pneumoniae*] [NDM-1 producing *K. pneumoniae*] [Carbapenem resistant *Klebsiella pneumoniae*] [Carbapenem resistant *K. pneumoniae*] [CR *Klebsiella pneumoniae*] [CR *K. pneumoniae*] [CRKP] [Carbapenemase-producing *Klebsiella pneumoniae*] [Carbapenemase-producing *K. pneumoniae*] [New Delhi Metallo beta lactamase (NDM) 1 producing *Klebsiella pneumoniae*] [New Delhi Metallo beta lactamase (NDM) 1 producing *K. pneumoniae*] [New Delhi Metallo beta lactamase-1 (NDM-1) producing *Klebsiella pneumoniae*] [*Klebsiella pneumoniae* Carbapenemase] [*K. pneumoniae* Carbapenemase] [KPC]

*Klebsiella oxytoca* [ATCC 13182]

*Listeria monocytogenes* [ATCC 19117]

*Proteus mirabilis* [ATCC 9240]

*Proteus vulgaris* [ATCC 9920]

Methicillin Resistant *Staphylococcus aureus* [*Staphylococcus aureus* - MRSA] [ATCC 33592]

Community Acquired Methicillin Resistant *Staphylococcus aureus* [CA-MRSA] [Community Acquired MRSA] [Genotype USA 400] [NARSA NRS 123]

*Salmonella enterica* serotype-typhimurium [*Salmonella typhimurium*] [ATCC 23564]

*Serratia marcescens* [ATCC 14756]

*Shigella dysenteriae* [ATCC 11835]

*Shigella flexneri* [*Shigella flexneri* serotype 1B] [ATCC 9380]

*Shigella sonnei* [ATCC 25931]

*Staphylococcus epidermidis* [ATCC 12228]

MALIBU CONCENTRATE {Note to reviewer: Language in [ ] is optional or interchangeable. “\*\*”, “\*\*\*”, “\*\*\*\*”, or “†” may be interchanged}

EPA REG. NO. 3573-96

EPA Stamped Label

*Staphylococcus haemolyticus* [ATCC 29969]  
*Staphylococcus hominis* [ATCC 25615]  
*Staphylococcus saprophyticus* [ATCC 15305]  
*Streptococcus pneumoniae* [ATCC 6305]  
*Streptococcus pyogenes* [ATCC 19615]  
*Yersinia enterocolitica* [ATCC 23715]

‡[Select from viruses:]

Herpes Simplex [Virus] Type 1 [Herpes [1]] [ATCC VR-733]  
 Herpes Simplex [Virus] Type 2 [Herpes [2]] [ATCC VR-734]  
 Human Immunodeficiency Virus Type 1 [HIV-1] [AIDS virus]  
 Influenza A [H1N1] Virus [ATCC VR-1469]  
 Influenza A (H5N1) Virus [Avian Influenza [H5N1] [virus]] [CDC # 2006719965]  
 Influenza A Virus (Strain Hong Kong) [Influenza A Hong Kong [strain]] [Hong Kong strain of Influenza A virus]  
 [ATCC VR-544]  
 Bovine Viral Diarrhea Virus  
 [Duck] [Human] Hepatitis B Virus [Hepatitis B]  
 [Human] Hepatitis C Virus [Hepatitis C]  
 Respiratory Syncytial Virus [RSV] [ATCC VR-26]  
 Rotavirus [Strain WA]  
 Vaccinia Virus [ATCC VR-119]  
 Norovirus [Norovirus (Feline Calicivirus Surrogate)] [Norovirus (Feline Calicivirus)]  
 Feline Calicivirus [ATCC VR-782]

[Fungi:]

*Candida albicans* [ATCC 10231]  
*Candida glabrata* [ATCC 32312]

**MALIBU CONCENTRATE** is a sanitizer for non-food contact surfaces in the presence of 400 ppm hard water plus 5% organic serum in 5 minutes against:

*Klebsiella pneumoniae* [ATCC 4352]  
*Staphylococcus aureus* [ATCC 6538]

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (Product Name) is a broad-spectrum hard surface disinfectant that has been shown to be effective against (influenza A virus tested and listed on the label) and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.
- This product has demonstrated effectiveness against (influenza A virus tested and listed on the label) and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.
- [Kills] [Eliminates 99.9% [of]] Norovirus
- Effective against Norovirus

**EMERGING VIRAL PATHOGENS**

This product qualifies for emerging viral pathogen claims per the EPA’s “Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-registered Disinfectant Labels” when used in accordance with the use directions indicated below.

*{Note to Reviewer: These statements for claims against large non-enveloped and/or enveloped emerging pathogens shall not appear on marketed (final print) product labels.}*

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral category[ies]:

- Enveloped viruses
- Large Non-Enveloped Viruses

<i>For an emerging viral pathogen that is a/an...</i>	<i>...follow the directions for use for the following organism(s) on the label</i>
Enveloped virus	Feline calicivirus (Norovirus)
Large, non-enveloped virus	Feline calicivirus (Norovirus)

[Malibu Concentrate][This product] has demonstrated effectiveness against viruses similar to [name of enveloped/large, non-enveloped emerging virus] on hard, non-porous surfaces. Therefore, [Malibu Concentrate][this product] can be used against [name of enveloped/large non-enveloped emerging virus] when used in accordance with the directions for use against Norovirus on hard, non-porous surfaces. Refer to the [CDC or OIE] website at [pathogen-specific website address] for additional information.

AND/OR

[Name of illness/outbreak] is caused by [name of enveloped/large non-enveloped emerging virus]. [Malibu Concentrate][This product] kills similar viruses and therefore can be used against [name of enveloped/large non-enveloped emerging virus] when used in accordance with the directions for use against Norovirus on hard, non-porous surfaces. Refer to the [CDC or OIE] website at [website address] for additional information.